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1969, SPRING VEGETABLES & MELONS



acreage marketing guides;

U.S. DEPARTMENT OF AGRICULTURE



CONSUMER AND MARKETING SERVICE

DECEMBER 1968 AMG 64

PREFACE

Production planning is vitally important to the successful marketing of fresh vegetables. Helping vegetable growers with this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the production of each seasonal vegetable crop with consumer requirements.

While many production influences are difficult to control and some -- principally weather extremes -- are beyond control, growers can control plantings. They can help to bring about good market balance by planting optimum acreages -- acreages likely to result in enough production for consumer needs but not enough to depress grower prices.

As each season progresses, Consumer and Marketing Service commodity specialists study the marketing situation for each vegetable. On this basis, they recommend acreage levels likely to result in crops which equal market needs in the season ahead. These recommendations are then reviewed by other USDA agency representatives who are well-versed on vegetable marketing.

This publication presents the final recommendations for 1969 spring vegetables and melons. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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1969 ACREAGE-MARKETING GUIDES
SPRING VEGETABLES AND MELONS

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1969 acreage of early-spring lettuce be decreased by 5 percent from the acreage planted in 1968, each grower of early spring lettuce should decrease his plantings by 5 percent.

I. 1968 REVIEW

Spring Vegetables and Melons

In 1968, total plantings of spring vegetables for fresh market were increased slightly, as was the acreage of watermelons. Cantaloup acreage was increased substantially.

A relatively dry spring in the southeast, particularly in Florida, and cool weather in the West held down crop yields. In addition, late March frosts and freezing temperatures across much of the Gulf Coast resulted in some damage to tender vegetables.

For 13 spring vegetable crops in 1968, total production was 36.2 million hundredweight, 3 percent below the 1967 moderate output. The 1968 production of lettuce, the leading vegetable in spring tonnage, was 19 percent above 1967. The broccoli crop was 17 percent higher. The spring onion output was down 19 percent, and production of cabbage, celery, sweet corn and tomatoes each was down approximately 10 percent. Watermelon production was quite small, and the cantaloup crop was slightly below 1967. Percentage changes in planted acreage, production and crop value are shown in Table 1 on the next page.

Approximately 35 percent of the combined tonnage of the 13 spring vegetables and 2 melon crops originated in Florida, and 30 percent in California. The Florida share was down slightly compared with 1967, but California was up 5 percent.

Prices for fresh spring vegetables ranged from high for tomatoes, celery, sweet corn, cucumbers and green peppers to low for lettuce. For several commodities prices showed a sharp decline during the spring marketing season. This was the trend particularly for tomatoes, green peppers, cucumbers, onions and watermelons. In contrast, in the late spring, celery prices increased sharply. (Tables 5 and 6 contain monthly data on spring vegetable and melon unloads and prices.)

The shipping point value of the 13 principal spring vegetables plus cantaloups and watermelons combined was estimated at \$281 million, down \$11.4 million from 1967. A high season value for tomatoes only partially offset the sharp decline in lettuce value.

Table 1.--Spring Vegetables and Melons For Fresh Market: Percentage change in acreage, production, and crop value, 1968 compared with 1967

Commodity and season	: Planted acreage : 1968 vs. 1967 Percent	: Production 1/ : 1968 vs. 1967 Percent	: Total crop value : 1968 vs. 1967 Percent
<u>Spring Vegetables</u>			
Beans Snap			
Early	+18	+ 2	- 5
Mid	+ 3	- 6	-16
Late	- 2	+ 6	- 7
Broccoli			
Early 2/	+11	+ 17	+19
Cabbage			
Early 2/	- 6	- 22	-23
Late 2/	- 3	- 6	-26
Carrots 2/	- 3	- 11	+55
Cauliflower			
Early 2/	+ 2	+ 2	+ 7
Celery 2/	+ 4	- 9	*
Corn, Sweet			
Early	- 1	- 16	*
Late	+ 9	+ 27	+14
Cucumbers			
Early	+ 3	+ 1	+22
Late	+12	+ 3	-21
Lettuce			
Early	+11	+ 20	-30
Late	+ 1	- 2	-51
Onions			
Early 2/	+12	- 35	+10
Late 2/	+ 4	+ 3	+33
Peppers, Green 2/	+ 1	- 5	+19
Spinach	- 8	- 15	-18
Tomatoes			
Early	- 5	- 11	+17
Late	+ 5	- 2	+ 6
<hr/>			
Total Vegetables	+ 5	- 3	- 1
<hr/>			
<u>Spring Melons</u>			
Cantaloups	+16	- 5	-23
Watermelons	+ 5	- 9	- 2
<hr/>			
Total Melons	+ 9	- 8	-15

* Less than .5 percent.

1/ Includes some production not marketed.

2/ Includes some processing.

Table 2.--Spring Vegetables and Melons For Fresh Market: Percentage change in acreage, production, and total value, in major States, 1968 compared with 1967

State	: Planted acreage; : percentage : change : 1968 vs. 1967	: : Harvested acreage; : percentage change : 1968 vs. 1967	: : Production; : percentage : change : 1968 vs. 1967	: Total crop : value; : percentage : change : 1968 vs. 1967
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Florida	+ 3	*	-10	+11
California	+13	+13	+16	+ 8
Texas	+12	N.C.	-31	-14
Arizona	+ 3	+ 3	- 6	-25
South Carolina	+10	+ 5	-13	-22
North Carolina	+ 6	+ 9	+ 5	-41
Georgia	N.C.	+ 2	- 1	- 7
Louisiana	+ 7	+ 2	+ 4	+33
Virginia	-10	-13	- 6	-33
Alabama	+26	+19	+ 6	- 7
Mississippi	N.C.	N.C.	-31	-29
Total	+ 6	+ 3	- 4	- 4

* Less than .5 percent.

N.C. No change.

II. 1969 RECOMMENDATIONS

Specific planted acreage recommendations for 1969 spring vegetables and spring melons follow:

Commodity		:	Percentage change from
		:	1968 acreage
<u>Spring Vegetables</u>			
Snap Beans	(early).....	Minus 10 in Florida -	No change in Texas
	(mid).....	No change	
	(late).....	No change	
Broccoli	(early).....	No change	
Cabbage	(early).....	No change	
	(late).....	No change	
Carrots.....		No change	
Cauliflower	(early).....	No change	
Celery.....		Minus 5	
Sweet Corn	(early).....	No change	
	(late).....	No change	
Cucumbers	(early).....	No change	
	(late).....	No change in California -	Minus 5 in all other States
Lettuce	(early).....	Minus 5	
	(late).....	No change	
Onions	(early).....	No change	
	(late).....	Minus 5	
Green Peppers.....		Plus 5	
Spinach.....		No change	
Tomatoes	(early).....	No change	
	(late).....	No change	
<u>Spring Melons</u>			
Cantaloups.....		No change	
Watermelons	(late).....	Minus 5	

The 1969 total acreage guide for 13 spring vegetables plus cantaloups and watermelons is 409,450 acres or 2 percent less than the 1968 aggregate acreage. With normal acreage abandonment and average yield by commodities, the 1969 total spring vegetable and melon production would be 50.4 million hundredweight, or 5 percent above the 1968 aggregate of 48.1 million hundredweight.

Details for individual vegetables and melons are shown in the following two summary tables (Tables 3 and 4).

Table 3.--Spring Vegetables and Melons: 1969 planted acreage guides with comparisons

Commodity	Planted acreage				Percent acreage guide is of:			
	1969	1968	1967	1966	1968	1967	1966	
	guide							
	1,000 acres				Percent			
Beans, Snap								
Early	13.3	14.7	12.5	14.1	90	106	94	
Mid	10.4	10.4	10.1	10.5	100	103	99	
Late	12.8	12.8	13.1	15.7	100	98	82	
Broccoli								
Early	17.3	17.3	15.6	13.6	100	111	127	
Cabbage								
Early	11.5	11.5	12.2	12.2	100	94	94	
Late	7.4	7.4	7.6	7.6	100	97	99	
Carrots	3.7	3.7	3.8	3.0	100	97	123	
Cauliflower								
Early	8.6	8.6	8.4	8.8	100	102	98	
Celery	8.2	8.6	8.3	8.2	95	99	100	
Corn, Sweet								
Early	40.6	40.6	41.1	49.3	100	99	82	
Late	10.4	10.4	9.5	10.4	100	109	100	
Cucumbers								
Early	11.6	11.6	11.3	10.8	100	103	107	
Late	15.3	16.0	14.2	13.7	96	107	112	
Lettuce								
Early	43.8	46.1	41.6	44.8	95	105	98	
Late	3.8	3.8	3.8	4.4	100	100	86	
Onions								
Early	27.0	27.0	24.0	23.1	100	112	117	
Late	8.8	9.3	8.9	6.7	95	99	131	
Peppers, Green	9.3	8.9	8.8	9.7	104	106	96	
Spinach	3.8	3.8	4.1	4.2	100	92	92	
Tomatoes								
Early	18.3	18.3	19.3	26.4	100	95	69	
Late	19.6	19.6	18.6	19.3	100	105	102	
Total Vegetables	305.6	310.6	297.0	316.4	98	103	97	
Cantaloups	40.5	40.5	34.9	39.2	100	116	103	
Watermelons	63.3	66.6	63.7	66.6	95	99	95	
Total Melons	103.8	107.1	98.6	105.8	97	105	98	

Note: Data for 1968 are preliminary.

Note: Totals and percentages computed from unrounded data.

Table 4. Spring Vegetables and Melons: 1969 probable production from guide acreages with comparisons

Commodity	:	Production <u>1/</u>				:	Guide production		
	:	as percentage of:							
	:	1969	:	:	:	:	:	:	
	:	Guide <u>2/</u>	:	1968	:	1967	:	1966	:
		<u>1,000 hundredweight</u>					<u>Percent</u>		
Beans, Snap									
Early	487	460	449	528	106	108	92		
Mid	293	279	296	280	105	99	105		
Late	499	503	476	514	99	105	97		
Broccoli									
Early	1,488	1,557	1,326	1,224	96	112	122		
Cabbage									
Early	1,568	1,406	1,806	1,682	112	87	93		
Late	987	1,029	1,090	941	96	91	105		
Carrots	673	610	684	600	110	98	112		
Cauliflower									
Early	774	774	756	748	100	102	103		
Celery	3,686	3,202	3,507	3,582	115	105	103		
Corn, Sweet									
Early	3,100	2,874	3,414	3,480	108	91	89		
Late	599	645	508	567	93	118	106		
Cucumbers									
Early	1,179	1,022	1,016	1,202	115	116	98		
Late	1,118	1,168	1,137	932	96	98	120		
Lettuce									
Early	8,499	9,334	7,788	8,394	91	109	101		
Late	593	573	584	583	103	102	102		
Onions									
Early	3,326	2,472	3,795	1,548	135	88	215		
Late	2,640	2,742	2,667	2,042	96	99	129		
Peppers, Green	848	807	850	903	105	100	94		
Spinach	205	196	230	226	105	89	91		
Tomatoes									
Early	3,337	3,229	3,619	3,870	103	92	86		
Late	1,251	1,278	1,304	1,127	98	96	111		
Total Vege-									
tables	37,150	36,160	37,302	34,973	103	100	106		
Cantaloups	3,997	3,704	3,885	3,230	108	103	124		
Watermelons	9,261	8,222	9,061	11,448	113	102	81		
Total Melons	13,258	11,926	12,946	14,678	111	102	90		

Note: Data for 1968 are preliminary

^{1/} Includes some production not marketed (see individual tables for particulars)

^{2/} Product of planted acreage guide for 1969, less normal abandonment, times average yield.

III. DEMAND FOR FRESH VEGETABLES

The economy has been making record advances in 1968. Consumer demand for goods and services remains very strong because of rising wages and high employment levels. During the remainder of this year and in early 1969, personal consumption expenditures and business fixed investment are expected to produce an additional, but less rapid, expansion. Government spending for goods and services may level off as a result of recent legislation. This latter action coupled with the income tax surcharge is designed to moderate the expansion in demand and limit the rise in prices. The full effect of the 10 percent tax surcharge on incomes will probably not be felt until April 1969 when taxpayers settle their account with Uncle Sam.

The domestic demand for fresh vegetables is expected to be well maintained in 1969. In 1969, exports of fresh vegetables should compare closely with those in the spring of 1968. But import volume may increase. Market supplies and prices will continue to be primary determinants of fresh vegetable consumption. Looking at the entire market, a growing population with rising disposable incomes will likely expand requirements slightly for most vegetables. However, next year's market prices for spring vegetables, as usual, will be affected greatly by timeliness of harvest and marketing.

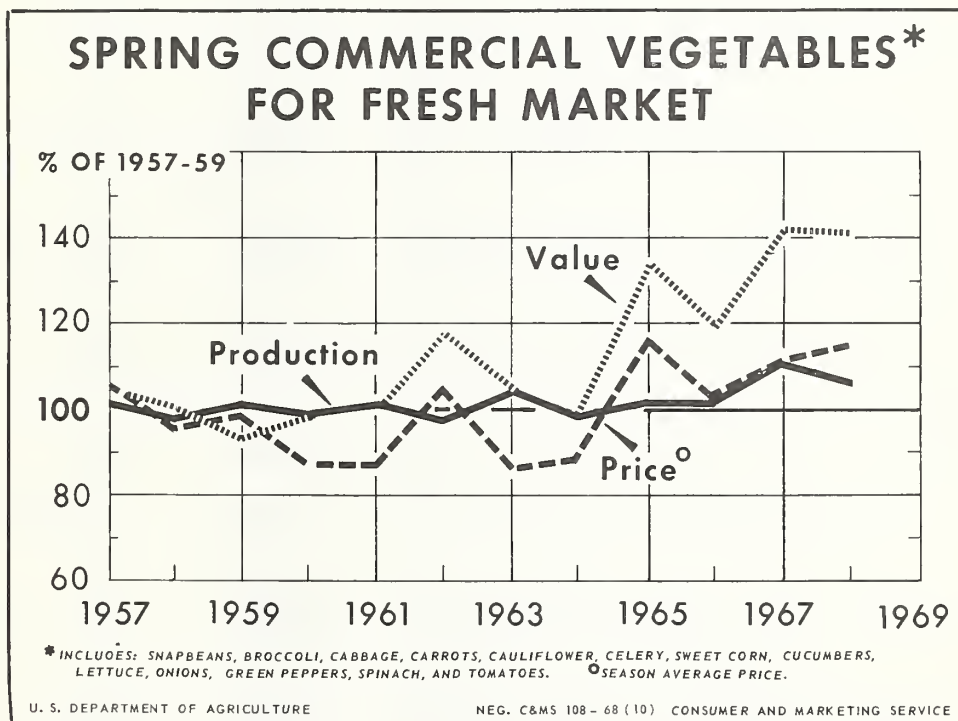


Figure 1

Table 5.--Selected Fresh Vegetables and Melons: Total unloads
in 41 cities, March-June, 1967 and 1968*

Commodity	Year	March	April	May	June	Total
Carlot equivalents						
Snap Beans	1967	691	739	1,007	1,059	3,496
	1968	472	861	1,140	1,147	3,620
Broccoli	1967	335	247	266	173	1,021
	1968	402	292	205	151	1,050
Cabbage	1967	3,067	2,731	3,025	2,970	11,793
	1968	2,967	3,117	3,061	2,635	11,780
Carrots	1967	1,485	1,358	1,401	1,268	5,512
	1968	1,461	1,491	1,433	1,194	5,579
Cauliflower	1967	555	432	443	294	1,724
	1968	416	382	297	235	1,330
Celery	1967	1,927	1,564	1,658	1,644	6,793
	1968	1,837	1,734	1,685	1,501	6,757
Sweet Corn	1967	728	1,191	3,223	2,892	8,034
	1968	425	1,168	2,254	2,747	6,594
Cucumbers	1967	636	829	1,624	1,707	4,796
	1968	533	856	1,714	1,803	4,906
Lettuce	1967	5,874	5,219	6,556	6,130	23,779
	1968	5,583	6,417	6,651	5,853	24,504
Onions	1967	2,625	2,658	2,821	3,084	11,188
	1968	2,017	2,714	3,305	2,796	10,832
Green Peppers	1967	1,040	781	1,222	1,326	4,369
	1968	996	881	1,087	1,324	4,288
Spinach	1967	292	259	314	276	1,141
	1968	286	250	224	163	923
Tomatoes	1967	3,050	3,145	4,267	4,227	14,689
	1968	2,692	2,876	4,448	4,033	14,049
Cantaloups	1967	203	970	2,435	3,568	7,176
	1968	227	647	965	4,531	6,370
Watermelons	1967	131	826	5,361	10,534	16,852
	1968	209	381	3,456	9,399	13,445

* Preliminary

Note: Data include rail, truck, and boat unloads all sources, including imports.

Table 6.--Selected Fresh Vegetables and Melons: United States monthly average prices, March-June, 1967 and 1968*

Commodity	Year	March	April	May	June
\$ per hundredweight					
Snap Beans	1967	12.50	12.00	11.20	12.20
	1968	16.10	11.00	11.20	9.50
Broccoli	1967	11.50	12.10	11.10	10.90
	1968	10.40	10.50	11.30	11.20
Cabbage	1967	2.70	2.95	3.50	2.90
	1968	3.50	3.05	3.52	2.57
Cantaloups	1967	---	8.80	8.20	9.37
	1968	---	---	8.22	7.11
Carrots	1967	4.20	4.80	5.20	4.84
	1968	6.77	4.67	4.42	4.91
Cauliflower	1967	10.50	10.60	10.50	10.90
	1968	11.60	11.50	12.00	10.30
Celery	1967	3.65	3.85	6.20	6.13
	1968	3.97	5.10	5.39	7.43
Sweet Corn	1967	6.60	6.60	4.70	6.06
	1968	9.40	6.90	6.51	6.27
Cucumbers	1967	13.30	8.30	6.20	7.49
	1968	17.20	10.80	7.35	5.09
Lettuce	1967	3.90	7.00	5.70	9.96
	1968	4.56	4.32	3.32	4.00
Onions	1967	5.40	3.75	3.60	3.19
	1968	9.73	8.80	4.94	3.49
Green Peppers	1967	11.50	18.00	12.80	11.20
	1968	16.90	22.40	19.60	11.00
Spinach	1967	8.70	8.50	8.00	8.46
	1968	10.50	7.70	7.39	8.56
Tomatoes	1967	10.30	9.90	9.00	11.80
	1968	13.20	17.10	11.90	11.70
Watermelons	1967	---	2.80	2.30	2.17
	1968	---	5.50	3.49	1.79

* Preliminary.

Source: "Agricultural Prices" issued by the Statistical Reporting Service.

IV. FOREIGN TRADE IN SPRING VEGETABLES

Foreign trade in spring vegetables continues to be largely imports from Mexico and exports to Canada. Following adverse weather in Mexico, production of several vegetables in that country was reduced, and harvests were delayed. Blight held down Mexican tomato production and the 1968 spring export volume was down a little compared with 1967.

Imports of both Mexican cantaloups and watermelons were off sharply compared with a year earlier (Table 8). A small domestic crop of early spring onions and high market prices resulted in a much greater volume of onions imported from Mexico and Chile.

While exports of vegetables to Canada during March-June 1968 were moderately larger than in the same period a year earlier, total export volume in the spring of 1968 was smaller (see Figure 2 and Table 7). A much larger volume of carrots was exported to Western Europe in 1968 as compared with 1967. This, however, was more than offset by a sharp decline in exports of onions and celery. Onion shipments to Canada in the spring of 1968 were also down from 1967, and exports of cabbage and watermelons to Canada were off substantially. Exports of other leading vegetables to Canada were larger than in 1967; particularly large increases were reported for carrots, celery, and lettuce.

The overall export demand for vegetables is expected to continue strong. However, a possible longshoremen's strike in Eastern and Gulf ports could limit exports of 1969 spring vegetables.

Import volume of fresh vegetables and melons from Mexico, of course, will be influenced by domestic supplies and prices. With normal weather in Mexico, however, total volume of imports in the spring of 1969 will likely exceed the 1968 total.

Table 7.--Fresh Vegetables and Melons: Exports from the United States, selected months, 1968 and 1967

Commodity	March-June 1968		Total, March-June	
	Canada	Other	1968	1967
	1,000 hundredweight			
Beans, Fresh	59.6	1.6	61.2	63.6
Cabbage	456.6	7.8	464.4	549.7
Carrots	572.9	44.8	617.7	443.2
Celery	601.5	43.6	645.1	593.7
Lettuce	1,077.3	29.1	1,106.4	942.0
Onions	588.3	66.8	655.1	1,114.1
Peppers, Green	58.0	6.8	64.8	56.5
Tomatoes	342.5	5.4	347.9	325.0
Watermelons	470.3	3.6	473.9	593.6
Potatoes	1,970.0	254.6	2,224.6	1,396.9

Source: Bureau of the Census, U. S. Department of Commerce.

Table 8.--Fresh Vegetables and Melons: Imports into the United States, selected months, 1968, and selected totals

Commodity and country of origin	1968				: Total, March-June	
	: March	: April	: May	: June	: 1968	: 1967
<u>1,000 hundredweight</u>						
<u>Cantaloups</u>						
Mexico	104.7	269.0	289.9	52.9	716.5	1,166.4
El Salvador	.3	-----	-----	----	.3	-----
Dom. Rep.	.2	1.0	.1	----	1.3	58.6
Other	.1	-----	-----	----	.1	1.2
Total	105.3	270.0	290.0	52.9	718.2	1,226.2
<u>Cucumbers</u>						
Mexico	115.7	77.7	18.5	2.1	214.0	253.4
Bahamas	-----	----	----	---	-----	37.2
Canada	6.1	16.7	1.6	.2	24.6	18.6
Other	29.7	3.9	6.9	---	40.5	36.5
Total	151.5	98.3	27.0	2.3	279.1	345.7
<u>Onions</u>						
Mexico	164.1	176.9	18.1	----	359.1	144.7
Chile	27.2	101.0	3.3	1.1	132.6	63.4
Italy	.2	-----	1.5	21.8	23.5	12.3
Other	12.7	7.2	.7	.6	21.2	5.4
Total	204.2	285.1	23.6	23.5	536.4	225.2
<u>Green Peppers</u>						
Mexico	40.2	23.9	15.0	5.5	84.6	109.0
Dom. Rep.	3.2	3.2	3.4	2.9	12.7	11.7
Other	.2	.4	----	---	.6	1.6
Total	43.6	27.5	18.4	8.4	97.9	122.3
<u>Tomatoes</u>						
Mexico	566.6	604.9	695.4	219.5	2,086.4	2,174.7
Bahamas	-----	-----	-----	-----	-----	-----
Canada	-----	3.4	1.5	1.5	6.4	2.8
Other	2.0	3.4	2.2	1.3	8.9	9.0
Total	568.6	611.7	699.1	222.3	2,101.7	2,186.5
<u>Watermelons</u>						
Mexico	82.4	135.0	242.4	91.1	550.9	606.6
Other	9.8	10.7	1.5	----	22.0	25.2
Total	92.2	145.7	243.9	91.1	572.9	631.8

Source: Bureau of the Census, U. S. Department of Commerce.

SPRING VEGETABLE EXPORTS AND IMPORTS DOWN IN 1968

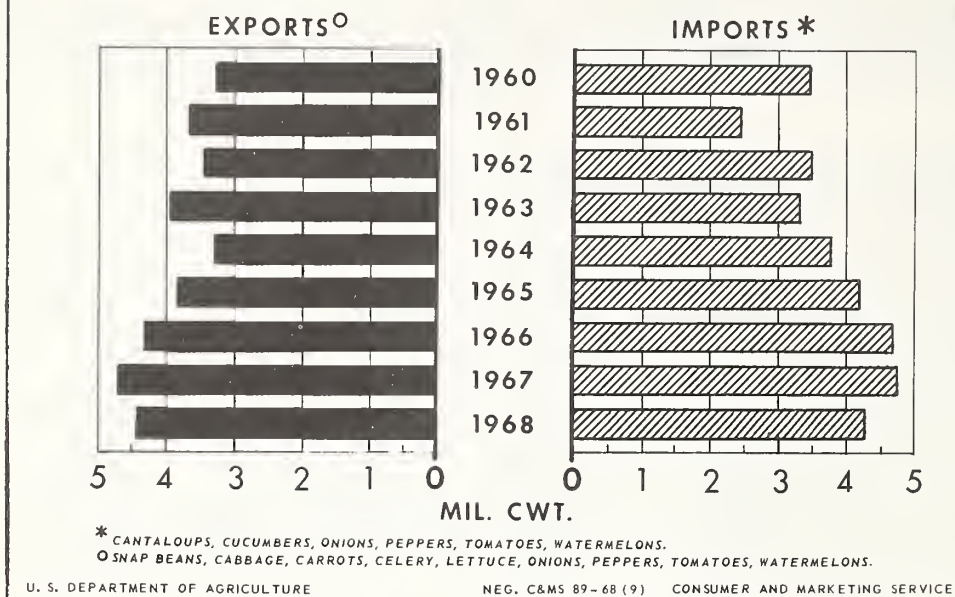


Figure 2

In total, exports of principal fresh vegetables and melons during the spring of 1968 were down moderately from a year earlier. Imports also were smaller than in the 1967 spring months. Exports of carrots, celery, lettuce, green peppers and tomatoes were larger, but volume of the other leading vegetables declined as compared with 1967. Imports of onions from Mexico and Chile in the 1968 spring season were more than double those of a year earlier. But this was more than offset by much smaller supplies of cantaloups, cucumbers, green peppers, and watermelons from Mexico. The volume of tomatoes, which accounted for close to half the total fresh vegetable imports during the spring, was down slightly from the 1967 spring months.

Despite the smaller volume of foreign trade in vegetables during the 1968 spring season, the total value of this trade was close to that in the comparable 1967 period. The value of vegetables exported was moderately smaller, but imports of leading vegetables were valued at \$40 million which compared with \$37 million in March, April, May, and June of 1967. The increase in import value was due primarily to a sharply higher value of onions from Mexico and Chile, although tomato imports also had a higher value. The value of onions imported from Mexico was \$2.4 million compared with \$.9 million during the 1967 spring season. And the value of tomatoes imported from Mexico was \$26.5 million vs. \$24.1 million the previous year. Higher export values of carrots and celery failed to offset lower values for exports of several other vegetables including cabbage and onions.

IV. PROCESSED VEGETABLES

Canned

Total supplies of principal canned vegetables during the 1968 spring season were substantially larger than the relatively small volume a year earlier (see Figure 3 and Table 9). Larger holdings of snap beans, sweet corn, green peas, and tomatoes accounted for most of the increase. But holdings of lima beans, beets, carrots and spinach also were larger.

Despite the marked change in the aggregate supply position, canned vegetable markets continued in good balance in 1967-68. Although large supplies of some items forced downward adjustments by mid-season of 1967-68, prices of most canned vegetables continued near the high levels attained in 1966-67.

With larger supplies and lower prices in 1967-68, there was a moderate gain in disappearance over 1966-67. Even so, the grand total of stocks on hand April 1, 1968 was nearly a third larger than a year earlier.

In 1968, acreage planted to major vegetables for canning was 4 percent more than in 1967. In spite of some poor weather, total production of 8 principal processing vegetables in 1968 is indicated to be 21 percent more than in 1967. Because of a larger acreage and favorable weather in California, the indicated tonnage of tomatoes for processing in 1968 is nearly a third larger than last year.

The expected increase in the aggregate pack of canned vegetables in 1968, combined with a large carryover, will result in larger supplies of most canned vegetables for the 1968-69 season. Although total disappearance of canned vegetables will likely exceed that in 1967-68, supplies on hand in the spring of 1969 are expected to be greater than the substantial holdings this spring.

Frozen Vegetables

The output of frozen vegetables continued to increase in 1967. There were larger frozen packs of several vegetables, including snap beans, sweet corn and green peas. For the 1967-68 season, the aggregate supply was up substantially from 1966-67. Due largely to increased availability of competitive canned vegetables, however, there was only a slight gain in total disappearance. While net outflow of frozen sweet corn, for example, exceeded that of a year earlier, frozen green pea movement was unchanged, and the disappearance of snap beans was down sharply compared with 1966-67.

As a result of the larger holdings and the small increase in disappearance, total frozen vegetable supplies on April 1, 1968 were up sharply to a record-high (see Figure 3 and Table 9). Although cauliflower stocks were down, holdings of most other principal frozen vegetables were substantially larger.

As a result of the sharp increase in production of vegetables for processing, the 1968 aggregate frozen pack will be larger than in 1967. This larger pack plus more carryover stocks will result in a high total in frozen supplies in the spring of 1969.

Table 9.--Supplies of canned and frozen vegetables
marketing seasons 1967-68 and 1966-67

Commodity	Total supply		April 1 stocks	
	1967-68	1966-67	1968	1967
Canned Vegetables 1/				
		Million cases 24/303's		
Lima Beans	4.7	4.1	1.2	1.6
Snap Beans	61.0	50.9	23.5	14.5
Beets	15.9	14.6	5.1	5.3
Carrots	8.9	8.8	3.9	3.2
Sweet Corn	53.8	49.6	20.1	15.0
Green Peas	44.8	40.6	15.5	11.8
Spinach	10.4	9.9	2/ 3.1	2/ 2.9
Tomatoes	47.4	42.1	16.3	13.0
Frozen Vegetables				
		Million pounds		
Lima Beans	192.8	176.6	88.9	71.0
Snap Beans	286.5	272.4	112.9	83.0
Broccoli	216.8	192.4	68.7	52.7
Carrots	171.1	154.6	48.0	55.0
Cauliflower	64.3	69.8	19.0	25.0
Sweet Corn	406.1	374.5	144.2	128.0
Green Peas	524.8	490.3	164.0	128.4
Spinach	187.9	173.3	70.5	52.3

1/ Includes canners' and distributors' stocks. 2/ March 1 stocks.

Source: National Canners Association; National Association of Frozen Food Packers; Bureau of the Census, U.S. Dept. of Commerce and SRS, USDA.

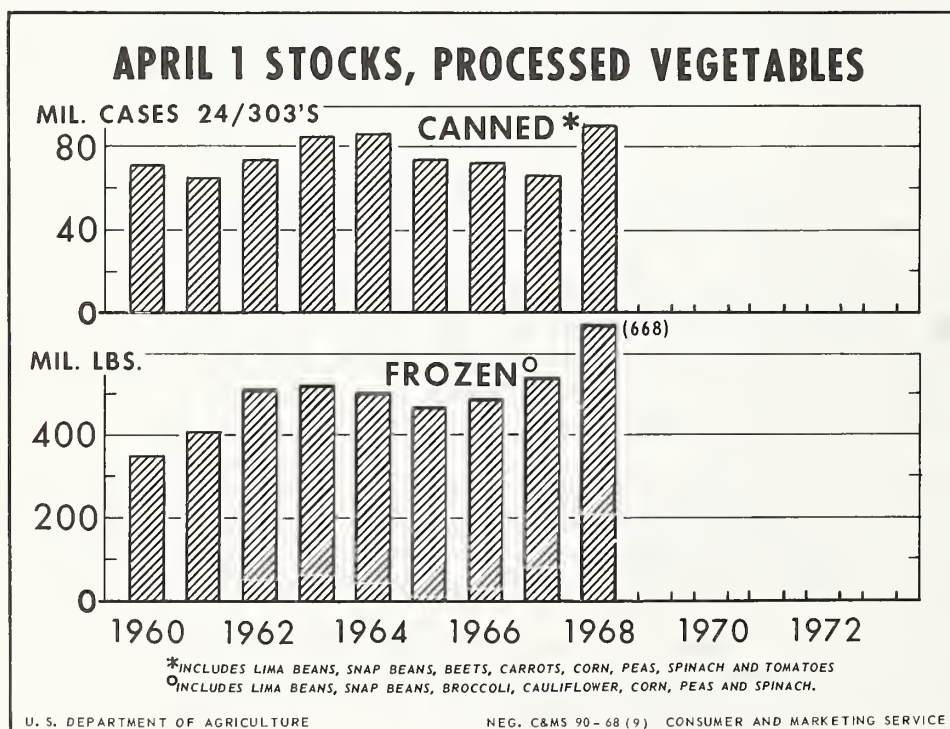


Figure 3

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans-Early Spring

(Florida and Texas)

Year	: Acreage :	Yield :	:	:	:
	: Planted: For harvest:	per acre :	Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1969 Acreage Guide and
probable production

(see 1969 guide
below)

13,300

1/ 40

487

Background statistics

1968 prelim.	14,700	13,900	33	460	10.95	5,038
1967	12,500	11,900	38	449	11.82	5,309
1966	14,100	13,000	41	2/528	10.28	5,396
1965	11,500	11,100	41	2/451	11.63	4,954
1964	14,100	11,900	46	2/543	9.50	4,543

1/ 1964-68 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1966, 25 in 1965, and 65 in 1964.

Comments

Cold weather in Florida early in the season resulted in a 1968 yield per acre well below average. The Texas crop was also affected by poor weather. Despite the much larger acreage in 1968, total early spring production was only slightly above 1967.

Shipments from Florida in early April were moderate. Volume increased steadily, reaching a peak late in the month. A sharp drop in prices followed the increase in supplies. In both Florida and Texas, prices averaged below the high levels of a year earlier.

Competitive supplies of canned and frozen snap beans in 1969 are likely to be heavier than in 1968 and so continue to limit fresh market potential. With average yields in 1969, a smaller acreage would produce an adequate volume of fresh snap beans.

1969 Guide

The 1969 guide is a planted acreage 10 percent less than in 1968 in Florida and equal to 1968 in Texas. Such an acreage, with normal abandonment and 1964-68 average yields by States, will result in a production 6 percent more than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, and Louisiana)

Year	Acreage		Yield	Production		Price	Value
	Planted	For harvest	per acre				
	(Acres)		(Cwt.)	(1,000 cwt.)		(\$ per cwt.)	(\$1,000)
1969 Acreage Guide and probable production (planted acreage equal to 1968)	10,400		1/ 30	293			
<u>Background statistics</u>							
1968 prelim.	10,400	9,700	29	279	9.50	2,651	
1967	10,100	9,600	31	296	10.72	3,173	
1966	10,500	9,800	29	280	9.15	2,561	
1965	10,500	9,900	27	272	9.62	2,617	
1964	11,200	10,300	26	264	9.89	2,611	
1/ 1967-68 average yield.							

Comments

In contrast to the long-term downward trend, acreage of mid-spring snap beans was increased in 1968. But dry spring weather in the Southeast held down yields. As a result, total mid-spring production in 1968 was moderately less than in 1967.

Fields in Georgia and Louisiana were replanted following frosts. As a result, marketing of mid-spring snap beans did not get underway until mid-May, a month later than usual. Moreover, volume was very light until late May. At that time, there was bunching of supplies from all mid-spring producing States.

With a normal seasonal decline in early spring shipments of snap beans from Florida, a strong market had developed by mid-May. When supplies bunched in late May, however, prices trended lower. Prices ranged from favorable in Alabama and Louisiana to low in South Carolina.

Competing supplies of processed snap beans in 1969 are expected to be even larger than in 1968. However, with normal harvest timing in 1969, markets should absorb the production from an equal acreage.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 5 percent more than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Late Spring

(California, Virginia, North Carolina, New Jersey and Maryland)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1969 Acreage Guide and
probable production

(planted acreage

equal to 1968) 12,800

1/ 41

499

Background statistics

1968 prelim.	12,800	12,100	42	503	11.05	5,560
1967	13,100	12,500	38	476	12.55	5,975
1966	15,700	12,500	41	514	12.05	6,196
1965	15,700	13,800	43	<u>2</u> / 588	10.67	5,963
1964	14,600	13,900	39	543	10.03	5,446

1/ 1965-68 average yield.

2/ Includes 29,000 cwt. not marketed and excluded in computing value.

Comments

In the East, weather varied from generally cool and too dry in April to excessive rain in late May. Despite this, good yields were obtained in North Carolina and Virginia, in contrast with low yields in Maryland and New Jersey. Total production in 1968 was moderately above 1967.

As in 1967, the 1968 late spring crop marketings began later than usual. Although there was considerable overlap of supplies from mid-spring producing areas, early June volume was light. But by late June volume was heavy.

Because of extreme bunching of harvests in eastern States, June prices for late spring supplies were low. There was some improvement in July, but prices continued below a year earlier. Average prices were low in North Carolina and Virginia. In California, however, where shipments followed the usual pattern, prices averaged close to the high 1967 level.

Assuming a more favorable schedule for marketings in 1969, a production about as large as in 1968 could be sold at satisfactory prices.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production about equal to 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Broccoli - Early Spring

(California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1969 Acreage Guide and probable production (planted acreage equal to 1968)						
	17,300	1/ 86	1,488			
Background statistics						
1968 prelim.	17,300	17,300	90	1,557	8.38	13,043
1967	15,600	15,600	85	1,326	8.25	10,934
1966	13,600	13,600	90	1,224	8.25	10,094
1965	11,900	11,900	80	952	8.22	7,825
1964	11,700	11,700	90	1,053	7.70	8,109
1/ 1965-68 average yield.						

Comments

Early spring broccoli acreage has shown a sharp upward trend. This increase has occurred largely in the Monterey-Santa Cruz district, where much of the crop is grown for freezing.

Mild temperatures and timely showers during the 1968 season promoted good growth of spring broccoli. Yield per acre was high, and total production was nearly one-fifth more than the record volume marketed in 1967.

In contrast to light shipments in February 1967, early season volume in 1968 was moderate. Marketings increased seasonally early in March and continued active into April. But volume dropped off sharply in May, as usual. Although quite low in early March and again in mid-April, shipping point prices held comparatively steady at \$2.50 per crate (14 bunches) during most of the 1968 season.

Current stocks of frozen broccoli are well above those of a year earlier and also the 1962-66 average. Disappearance of frozen broccoli is expected to continue at a high rate during 1968-69 and will check the need for the fresh pack. Next season, a volume sufficient for both freezing and fresh market outlets can be produced on an equal acreage.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with no abandonment and a 1965-68 average yield, will result in a production 4 percent less than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cabbage - Early Spring

(Alabama, California, Georgia, Louisiana, Mississippi, and South Carolina)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1969 Acreage Guide and
probable production

(planted acreage

equal to 1968) 11,500

1/ 142

1,568

Background statistics

1968 prelim.	11,500	10,600	133	1,406	2.90	4,084
1967	12,200	11,850	152	1,806	2.92	5,277
1966	12,200	11,800	143	<u>2</u> / 1,682	2.67	4,328
1965	12,700	12,500	140	1,744	4.46	7,781
1964	12,250	11,850	145	<u>2</u> / 1,718	1.97	3,352

1/ 1965-68 average yield.

2/ Includes the following quantities not marketed and excluded in computing value: 60 in 1966 and 20 in 1964.

Comments

The 1968 acreage of early spring cabbage in California, a major source, was down substantially from 1967. Also, there was less acreage in Louisiana. All States reported lower per-acre yields than in 1967.

The 1968 total early spring production was 22 percent less than in 1967. But there was more competition for early spring producing areas from heavier than usual shipments from Florida and California into early May (see Figure 4). Additionally, crop growth in the Southeast was delayed, causing a heavy overlap with late spring supplies, principally those from North Carolina.

After holding fairly steady at moderate levels in April, shipping point prices increased sharply early in May but then declined the last half of May. Although volume was down sharply, the 1968 average price was below 1967.

In 1969, markets should absorb a larger early spring crop than was produced in 1968. However, with average yields, an equal acreage would provide sufficient volume.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 12 percent more than in 1968.

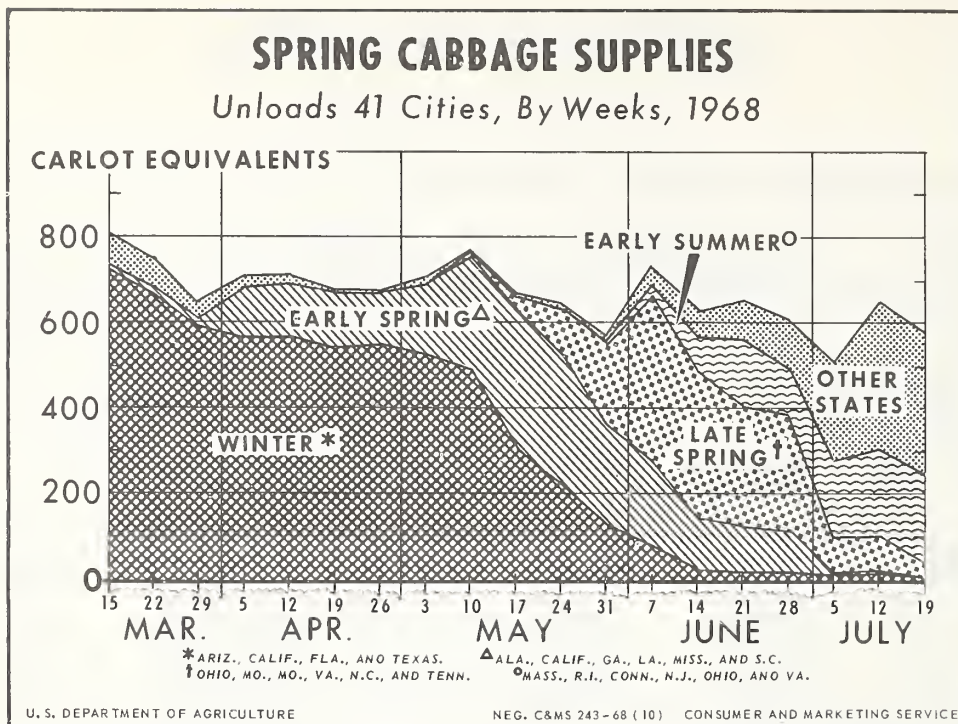


Figure 4

A large winter cabbage crop preceded the 1968 spring cabbage crop. Shipments from Florida and California winter producing areas were much larger than normal during April and early May of 1968. Although shipments from the early spring crop in April were lighter than usual, 1968 prices averaged close to the moderate levels of 1967.

Marketings of cabbage from the late spring States began at about the usual time in early May, but volume held below normal through most of May. There was a bunching of supplies in early June, when harvests were active in Virginia, North Carolina, and Tennessee. In addition, as late spring marketing continued in June, a relatively large volume was marketed from the early summer crop in New Jersey. As a result, the late spring States marketed a smaller quantity of cabbage in 1968 than they did in 1967, but prices received averaged lower than in the prior year.

Market needs for cabbage during the spring months have shown little year-to-year change. For 1969, the acreage guide is an acreage equal to 1968 for both early and late spring cabbage.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	: Acreage	: Yield	:	:	:
	: Planted: For harvest:	: per acre	: Production:	: Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1969 Acreage Guide and
probable production

(planted acreage

equal to 1968) 7,450

1/ 141

987

Background statistics

1968 prelim.	7,450	6,950	148	<u>2</u> / 1,029	2.16	1,942
1967	7,650	7,250	150	1,090	2.41	2,632
1966	7,550	6,950	135	<u>2</u> / 941	2.41	2,120
1965	7,400	7,000	130	<u>2</u> / 911	3.33	2,984
1964	7,500	7,000	132	<u>2</u> / 927	2.96	2,495

1/ 1965-68 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 132 in 1968, 60 in 1966, 15 in 1965, and 85 in 1964.

Comments

The total late spring acreage in 1968 was slightly less than in 1967. Per-acre yields were high in all States except Missouri.

In Ohio, where harvest of the crop began earlier than in 1967, moderate supplies developed by late May. But volume from the large production in North Carolina was delayed until late May, and supplies were heavy during most of June. Also, by mid-June volume supplies had moved from the New Jersey early summer crop area.

From a high level in late May, cabbage prices declined to a low level in early June. This resulted in low season average prices in Ohio and Virginia. Higher prices in early July improved total returns in other States.

Assuming a normal harvest schedule in 1969, the production from an equal acreage should result in a satisfactory market.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 4 percent less than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Carrots - Spring

(Arizona)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1969 Acreage Guide and probable production</u>						
(planted acreage equal to 1968)	3,700		1/ 182	673		
<u>Background statistics</u>						
1968 prelim.	3,700	3,700	165	610	6.50	3,965
1967	3,800	3,800	180	684	3.75	2,565
1966	3,000	3,000	200	600	6.10	3,660
1965	2,700	2,300	185	426	4.90	2,087
1964	2,800	2,800	115	322	5.10	1,642
1/ 1965-68 average yield.						

Comments

The 1968 planted acreage of carrots in Arizona continued relatively large despite a near-record low average price in 1967.

Although 1968 shipments from Arizona continued light into early February, a moderately larger volume than in 1967 was marketed during February and March. And in further contrast to 1967, a smaller quantity moved in late June and early July of 1968.

Because of the small winter crop in south Texas, Arizona supplies encountered little competition from November through early April. This resulted in an extended period of very high prices for Arizona marketings. Moderate prices were received for Arizona shipments during May and June. The total value of the 1968 crop was the highest since 1955.

Market competition for carrots in the 1969 season will likely be more intense than in 1968. Consequently, an equal acreage should provide an adequate production.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with no abandonment and a 1965-68 average yield, will result in a production 10 percent more than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cauliflower-Early Spring

(California)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1969 Acreage Guide and probable production (planted acreage equal to 1968)	8,600	8,600	1/ 90	774		
<u>Background statistics</u>						
1968 prelim.	8,600	8,600	90	774	9.96	7,711
1967	8,400	8,400	90	756	9.56	7,224
1966	8,800	8,800	85	748	9.72	7,274
1965	7,400	7,400	90	666	9.83	6,544
1964	7,700	7,700	100	770	8.46	6,518
1/ 1967-68 average yield.						

Comments

Plantings of 1968 early spring season cauliflower in California were up slightly from the moderate level in 1967. The Salinas-Watsonville district planted less acreage than in 1967, but increases were reported in the San Francisco Bay and Santa Maria districts.

Aside from a cold wave in late February which delayed growth in some fields nearing maturity, crop development was favorable in 1968. Average yield was equal to a year earlier, and total production was up slightly.

Shipments of fresh cauliflower in the 1968 spring season were down moderately from 1967. Weekly volume through April held below a year earlier. However, shipments during May and early June were well above 1967. Demand was strong for the generally light offerings, and prices ranged from slightly to moderately above 1967. Total crop value was up moderately compared with the high level the previous year.

Competing supplies of frozen cauliflower in 1969 are expected to be larger than the below average volume in 1968. With average yields, an equal acreage in 1969 would produce an adequate crop.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with no abandonment and a 1967-68 average yield, will result in a production equal to 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Celery - Spring

(Florida and California)

Year	: Acreage	: Yield	:	:
	: Planted: For harvest:	per acre	: Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1969 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1968) 8,200

1/ 454

3,686

Background statistics

1968 prelim.	8,600	7,500	427	3,202	5.58	17,876
1967	8,300	8,200	428	2/ 3,507	5.40	17,922
1966	8,200	8,100	442	2/ 3,582	5.02	16,506
1965	7,500	7,400	471	2/ 3,487	4.47	15,100
1964	7,400	7,300	477	2/ 3,479	3.92	13,023

1/ 1964-67 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 186 in 1967; 295 in 1966; 106 in 1965; and 161 in 1964.

Comments

Spring celery plantings have shown successive increases since 1964. All of the increase in acreage in 1968 was in Florida.

Adverse weather in Florida resulted in a low yield and some loss in acreage. Good weather promoted a high yield in California. Total spring production in 1968 was the smallest in several years. Slightly over half the crop was produced in Florida where volume shipped is regulated under a marketing order.

Weekly unloads of celery during the spring held within a narrow range. The Florida season ended early in June about 2 weeks ahead of normal. Spring volume in California was available into July.

The season average price was a record, and total crop value was almost equal to the 1967 record level.

Market requirements for celery are growing slowly. With average yields in 1969, a smaller acreage would provide an adequate output.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 15 percent more than in 1968.

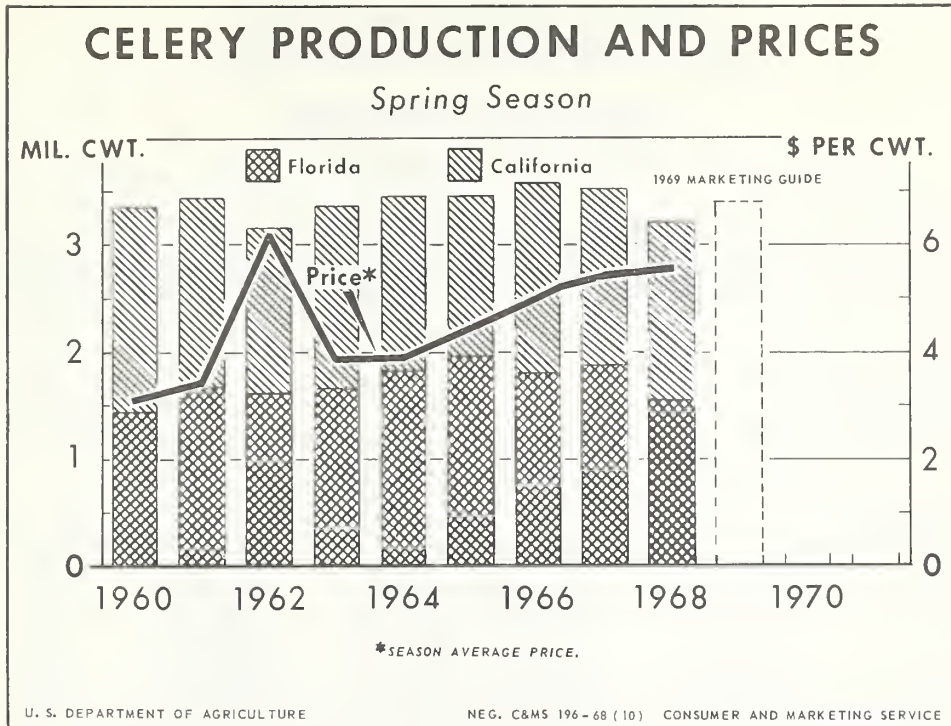


Figure 5

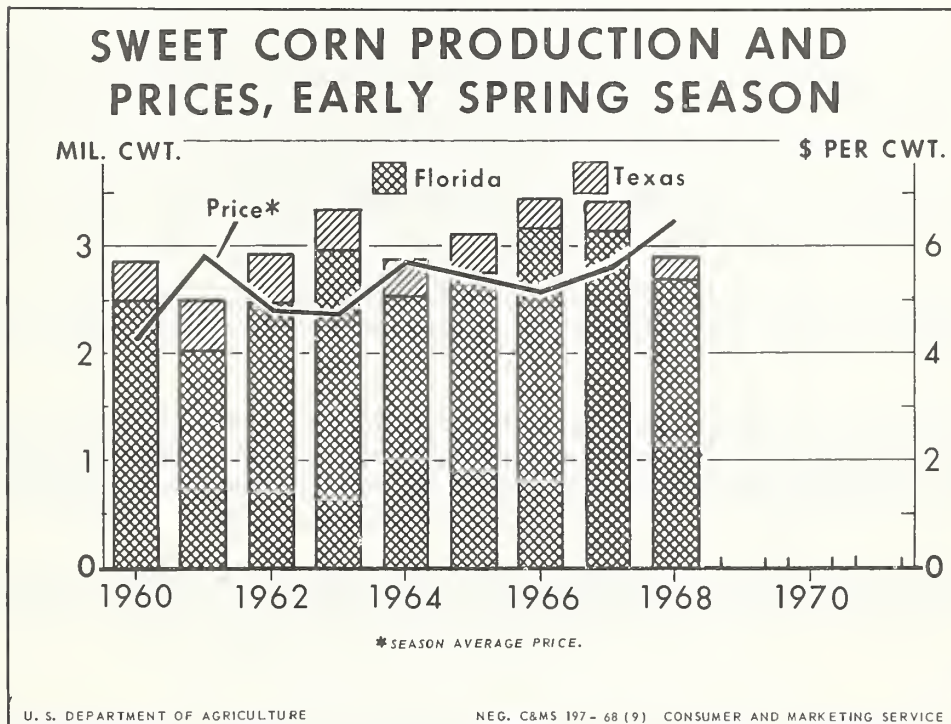


Figure 6

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Sweet Corn - Early Spring

(Florida and Texas)

Year	Acreage	Yield	Production	Price	Value
	Planted:	For harvest:	per acre	:Production:	Price : Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)
1969 Acreage Guide and probable production (planted acreage equal to 1968)	40,600		1/ 83	3,100	
<u>Background statistics</u>					
1968 prelim.	40,600	36,200	79	2,874	6.54 18,808
1967	41,100	39,100	87	3,414	5.53 18,885
1966	49,300	44,000	79	2/3,480	5.16 17,499
1965	46,900	43,600	72	2/3,118	5.48 16,822
1964	42,900	39,600	73	2/2,880	5.76 15,697

1/ 1967-68 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 89 in 1966, 46 in 1965, and 157 in 1964.

Comments

Freezing temperatures in late winter and excessive rainfall in June limited 1968 spring sweet corn production in Florida. The crop reached maturity about 2 weeks later than usual.

Florida shipments showed an irregular upward trend during the spring, with peak volume in late May and June.

Following a small winter crop, prices were high in March and early April. While Florida prices were relatively low early in June, the season average was record high.

Harvest in the Lower Rio Grande Valley of Texas began early in May. Crops in the San Antonio, east Texas and Upper Coast areas were marketed during June and July. The season average price received for the small volume in Texas was exceptionally high.

A moderate increase in production is recommended in 1969. With average yields, however, an equal acreage would provide a bigger crop.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 8 percent more than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama, and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1969 Acreage Guide and probable production (planted acreage equal to 1968)	10,400	1/ 60	599			
<u>Background statistics</u>						
1968 prelim.	10,400	10,000	64	645	5.96	3,843
1967	9,500	9,200	55	508	6.65	3,377
1966	10,400	10,000	57	567	5.11	2,897
1965	11,000	10,300	61	632	5.21	3,291
1964	12,500	12,500	54	673	5.47	3,683
1/ 1967-68 average yield.						

Comments

Total production in South Carolina and Georgia was close to the 1967 total. But production in Alabama was much larger than in 1967 because of a substantially larger acreage.

Although competing supplies from Florida were less than usual during the southeastern 1968 marketing season, markets in the East were under pressure during July. This was due partly to an early start in harvest in competing early summer areas, particularly New Jersey.

The season average price in South Carolina compared favorably with 1967. But prices in Alabama and Georgia averaged sharply lower than the high levels in 1967.

Total 1968 production in California was high, as yields were well above 1967. Harvest in Riverside County began in mid-May and growers in Coachella Valley and Kern County began picking in June. Prices were strong for California supplies, and a high crop value resulted.

Late spring growers can expect more competition from early spring marketings in 1969.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 7 percent less than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cucumbers - Early Spring

(Florida and Texas)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1969 Acreage Guide and probable production (planted acreage equal to 1968)						
	11,600		1/ 107	1,179		
Background statistics						
1968 prelim.	11,600	11,100	92	1,022	8.28	8,460
1967	11,300	10,700	95	1,016	6.83	6,939
1966	10,800	10,100	119	1,202	6.39	7,683
1965	11,400	10,800	105	1,129	6.13	6,918
1964	12,100	11,200	124	2/1,394	5.80	6,896

1/ 1964-68 average yield.

2/ Includes 101,000 hundredweight not marketed and excluded in computing value.

Comments

Cold weather limited 1968 production of cucumbers. Yield per acre was below average. Nevertheless, Florida production was moderately larger than in 1967. But Texas production was a fourth less than a year earlier.

Shipments of cucumbers during April 1968 were less than a year earlier. Imports from Mexico (and other sources) were less than in 1967 because of adverse weather. Florida shipments increased at a slower rate than in 1967; weekly volume did not exceed 300 carlots until early May (see Figure 7).

Although prices declined sharply as the season progressed, they were relatively high through April and most of May. And in Texas the small crop returned a high average price.

Spring import volume in 1969 is expected to be greater than in 1968. Assuming yields are normal, an equal acreage in 1969 would produce an adequate volume.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1964-68 average yield, will result in a production 15 percent more than in 1968.

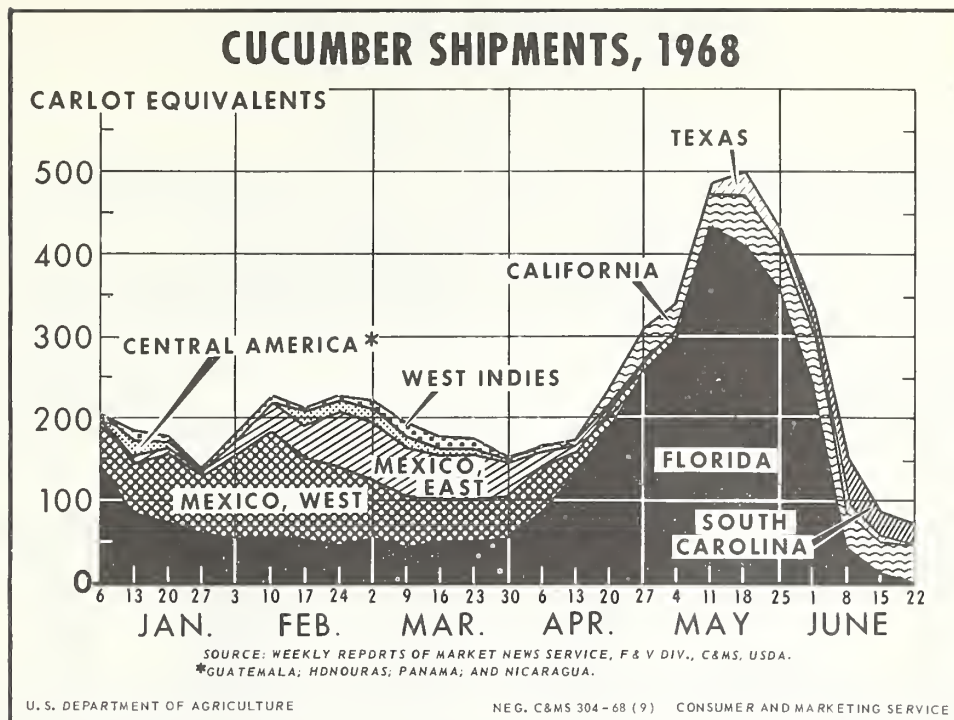


Figure 7

Cool weather restricts Florida production of cucumbers during the winter months. This gap in domestic supplies is filled in part by imports from various countries. In the spring of 1968, Mexico continued as the major source for these supplies. Other sources included the Central American countries of British Honduras, Dominican Republic and Jamaica. In contrast with previous years, no cucumbers were imported from the Bahamas.

Despite high prices in April -- because of a late start in harvest and delay in volume shipments from Florida -- imports from Mexico, where adverse weather affected output, were down from a year earlier. During April, May, and June of 1968 cumulative import volume from Mexico totaled about 98,300 hundredweight compared with almost 102,000 a year earlier.

Florida shipments peaked in mid-May in 1968, about a month later than usual. Moreover, total volume at that time was less than in recent years. As is normal, Florida supplies declined sharply in early June when competing supplies from South Carolina and North Carolina became available.

Annual per capita consumption of cucumbers amounts to about 3 pounds. In 1969, a spring acreage in Florida and Texas equal to 1968 would provide a sufficient production, providing yields are average.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cucumbers - Late Spring

(North Carolina, South Carolina, Louisiana and California)

Year	: Acreage	: Yield	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1969 Acreage Guide and
probable production
(see 1969 guide
below)

15,300 1/ 76 1,118

Background statistics

1968 prelim.	16,000	15,600	75	2/ 1,168	5.89	6,312
1967	14,250	14,000	81	1,137	7.00	7,956
1966	13,700	12,700	73	932	7.24	6,751
1965	13,100	13,000	77	1,007	5.61	5,650
1964	14,800	14,600	70	1,027	5.53	5,684

1/ 1965-68 average yields by States.

2/ Includes 96,000 cwt. not marketed and excluded in computing value.

Comments

The upward trend in plantings of late spring cucumbers in North Carolina and South Carolina continued in 1968. Acreage in Louisiana also was much larger than in 1967. However, California acreage has been stable since 1966.

In southern California areas, harvest was active during April and May. As usual, California supplies peaked in late June, when harvests in central areas became active. In the East, more than usual bunching of June marketings characterized the 1968 season. South Carolina shipments peaked in early June. In addition, a large volume originated in Florida through early June. Moderate supplies moved from North Carolina and Virginia in June.

The 1968 season average price in North Carolina and South Carolina was low, and, in these two States, crop values were only half as large as in 1967.

A smaller acreage in 1969 would contribute towards an improved market balance.

1969 Guide

The 1969 guide is a planted acreage equal to 1968 in California and 5 percent less than in 1968 in all other States. Such an acreage, with normal abandonment and 1965-68 average yields by States, will result in a production 4 percent less than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lettuce - Early Spring

(North Carolina, New Mexico, Arizona and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1969 Acreage Guide and probable production (planted acreage 5 percent less than in 1968) 43,800						
		1/ 196	8,499			
<u>Background statistics</u>						
1968 prelim.	46,100	46,000	203	2/ 9,334	2.86	33,860
1967	41,600	41,200	189	7,788	6.23	48,553
1966	44,850	44,550	188	2/ 8,394	3.83	29,580
1965	35,200	35,100	200	2/ 7,024	7.14	50,111
1964	41,600	40,350	160	2/ 6,476	3.01	19,449

1/ 1967-68 average yield.

2/ Includes the following quantities in 1,000 cwt. not marketed and excluded in computing value: 561 in 1968; 677 in 1966; 10 in 1965; and 6 in 1964.

Comments

A strong spring lettuce market in 1967 may have encouraged an 11 percent increase in total acreage in 1968. The 1968 average yield was a record, and total production was one-fifth above 1967.

Weekly shipments of lettuce during April, ranged from 2,300 - 2,400 carlots. This was in excess of market needs.

Lettuce prices were quite high the last half of March, but through April, they declined sharply to a low level. And except for a short period early in May, prices continued depressed until early June.

Because of poor markets nearly two-fifths of the crop in New Mexico was abandoned. High temperatures at harvest also resulted in some crop loss.

In 1969, western growers should plan for a substantial reduction in spring lettuce supplies.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 9 percent less than in 1968.

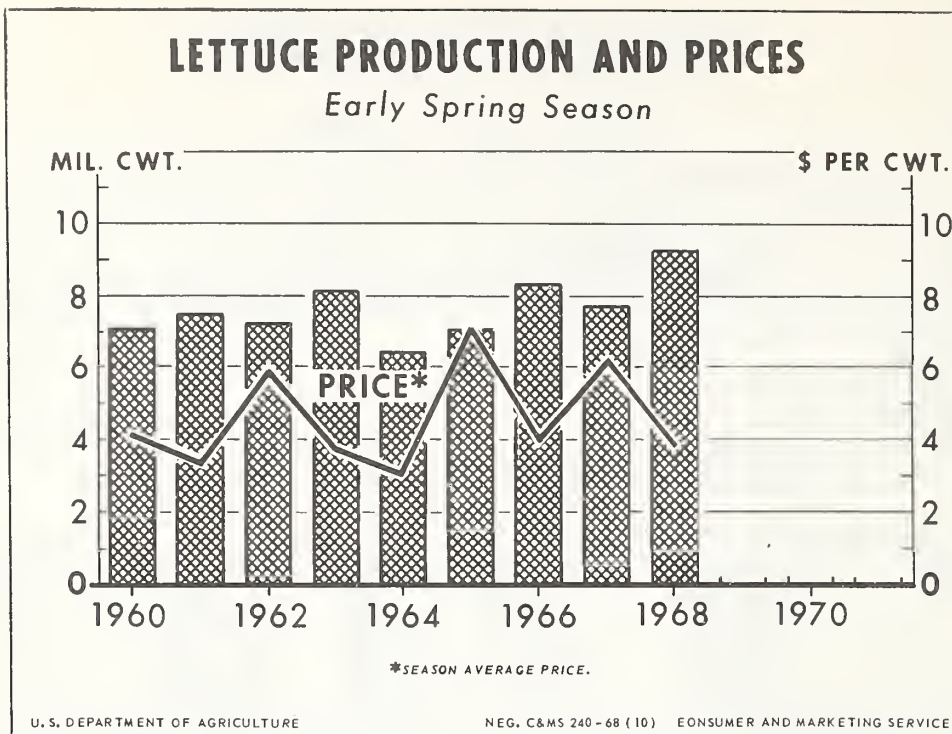


Figure 8

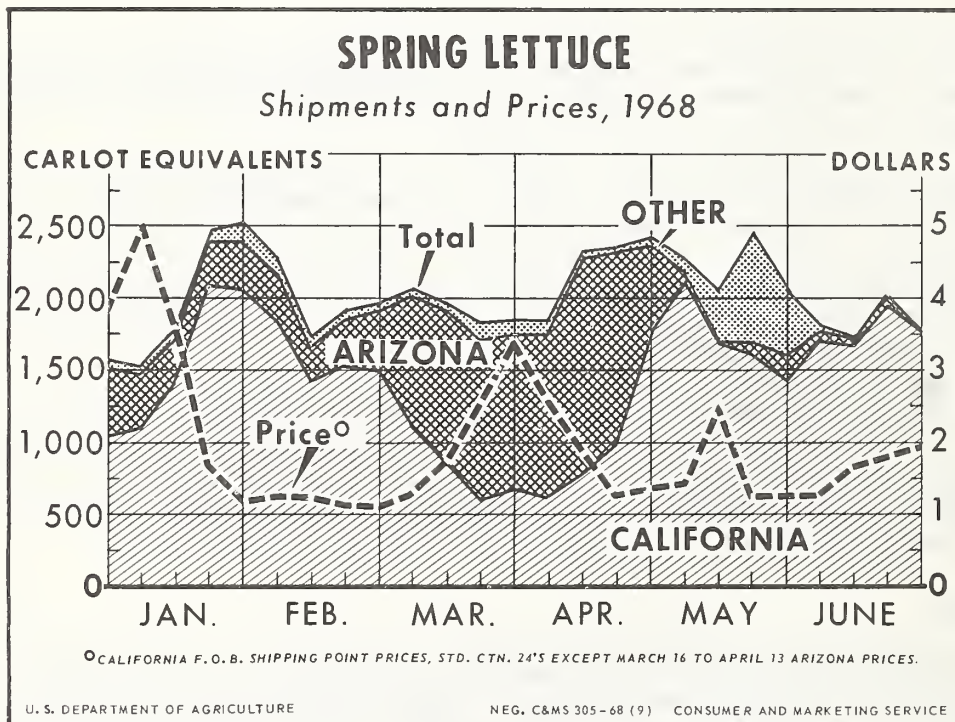


Figure 9

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lettuce - Late Spring

(Massachusetts, Connecticut, New Jersey)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest: per acre :Production: Price : Value			
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1969 Acreage Guide and
probable production

(planted acreage equal
to 1968)

3,850

1/ 162

593

Background statistics

1968 prelim.	3,850	3,650	157	573	4.81	2,757
1967	3,800	3,620	161	584	9.55	5,579
1966	4,400	3,800	153	583	5.40	3,149
1965	4,350	4,150	175	725	7.89	5,717
1964	4,700	4,050	154	625	4.67	2,916

1/ 1965-68 average yield.

Comments

Total acreage planted to late spring lettuce in 1968 was 1 percent more than in 1967. Because of a moderately lower yield in New Jersey, however, 1968 production was less than in 1967.

In the Cedarville area of New Jersey, harvest began in late May. But heavy rains at that time impeded harvest. Volume was light until early June.

The market for late spring lettuce was relatively weak. This was the result of heavy supplies and bunched marketings from the western early spring crop. Beginning in early April, shipments of lettuce exceeded 2,000 carlot equivalents for 7 consecutive weeks.

In 1968, the late spring average price was about half the 1967 record-high average.

Assuming a more orderly harvesting and marketing schedule in 1969, the production from an acreage equal to 1968 would be adequate for market needs.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 3 percent more than in 1968.

1969 Acreage Marketing Guides
Spring Vegetables for Fresh Market

Onions - Early Spring

(Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest: per acre :Production: Price : Value			
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1969 Acreage Guide and
probable production

(planted acreage

equal to 1968) 27,000

1/ 140

3,326

Background statistics

1968 prelim.	27,000	21,500	115	2,472	6.85	16,937
1967	24,000	23,000	165	3,795	4.05	15,370
1966	23,100	16,300	95	1,548	7.50	11,610
1965	25,100	23,100	130	3,003	3.95	11,862

1/ 1967-68 average yield.

Comments

Hurricane Beulah and subsequent fall rains delayed planting of the onion crop in the Lower Rio Grande Valley of Texas. Cool temperatures during January slowed growth. Then hail during March damaged the crop in the Winter Garden Area.

Although total acreage exceeded the year-earlier amount, average yield was low, and total production was 35 percent less than the large 1967 output.

The Texas harvest was delayed until late March, 1968. Harvest was most active between mid-April and mid-May. By early June, Texas shipments amounted to 6,150 carlot equivalents, about one-third fewer than in the comparable 1967 shipping period. The short early spring crop, combined with below-average storage supplies, resulted in a high 1968 average price.

Assuming average yields in 1969, an equal acreage would result in a seasonal crop in line with market needs, which are increasing slowly.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 35 percent more than in 1968.

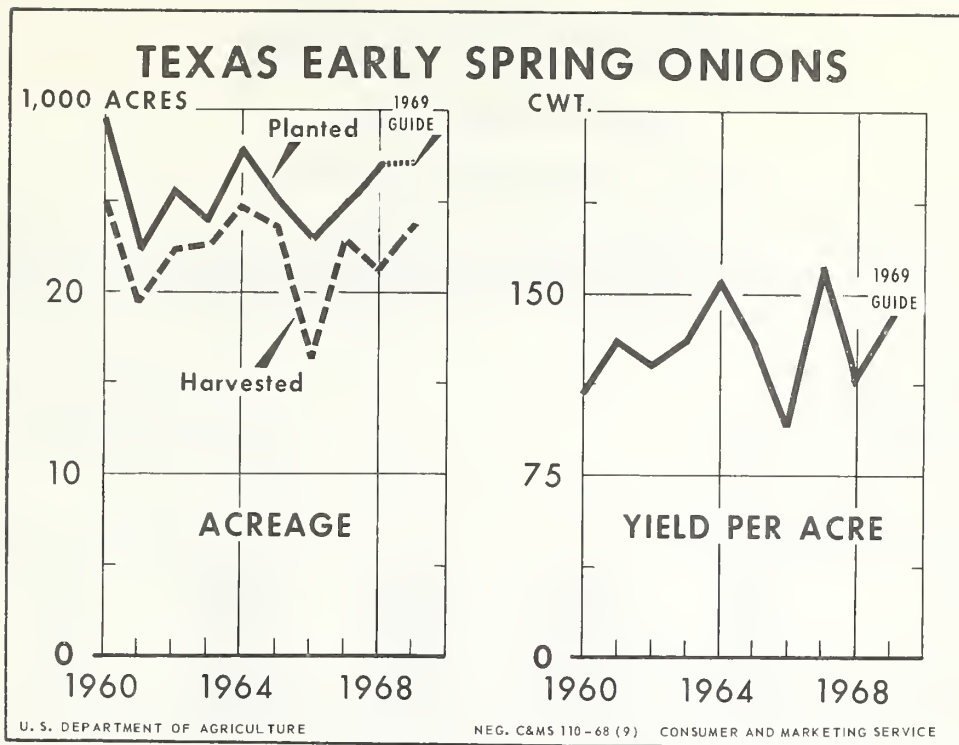


Figure 10

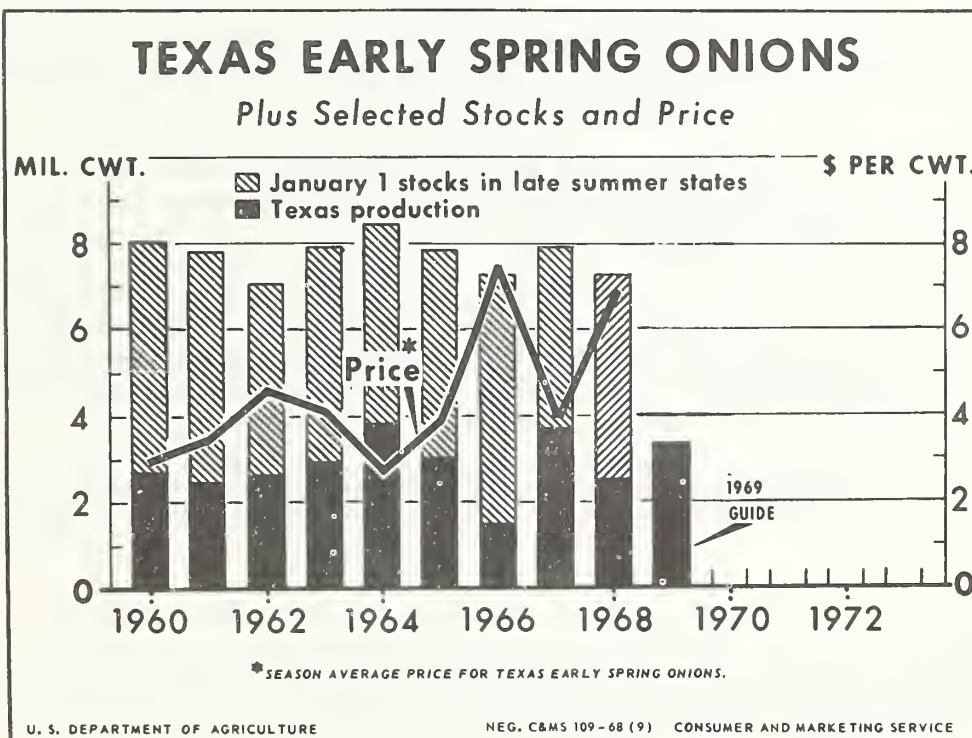


Figure 11

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Onions - Late Spring

(Texas, Arizona and California)

Year	Acreage		Yield			
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1969 Acreage Guide and probable production						
(planted acreage 5 percent less than in 1968)	8,800		1/ 300	2,640		
Background statistics						
1968 prelim.	9,300	9,300	295	2,742	4.15	11,383
1967	8,900	8,900	300	2,667	3.21	8,548
1966	6,700	6,700	305	2,042	5.31	10,848
1965	5,700	5,700	340	1,936	5.82	11,274
1964	7,000	7,000	272	1,904	2.64	4,503
1/ 1966-68 average yield.						

Comments

Total late spring plantings were increased in 1968 for the third consecutive year. Acreages in both California and Arizona were up substantially from 1967. Despite smaller per-acre yields in Arizona and Texas, 1968 production was 3 percent above the large 1967 crop.

The large late spring onion crop in 1968 followed a small early spring crop in Texas. Competitive supplies from the Lower Rio Grande Valley area were past peak by mid-May, 1968.

Late spring supplies originated largely in Bakersfield, Imperial Valley and Stockton areas in California, and in central Arizona. Cool weather in Bakersfield delayed curing, and rains delayed harvest in the Stockton area. Nevertheless, the late spring onion market was orderly, and growers' prices in the West averaged well above a year earlier.

Supplies of early spring onions in 1969 are expected to be above 1968. Therefore, late spring producing areas should plant moderately smaller acreages in 1969.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with a 1966-68 average yield, will result in a production 4 percent less than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Green Peppers - Spring

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1969 Acreage Guide and
probable production
(planted acreage 5 percent
more than in 1968) 9,300

1/97 848

Background statistics

1968 prelim.	8,900	8,400	96	807	17.20	13,882
1967	8,800	8,300	102	850	13.74	11,681
1966	9,700	9,300	97	2/903	11.52	10,079
1965	7,800	7,400	92	678	14.29	9,690
1964	7,500	7,300	104	760	12.16	9,243

1/ 1965-68 average yield.

2/ Includes 28,000 cwt. not marketed and excluded in computing value.

Comments

Cold, wet weather in 1968 held down yield per acre in Texas. Texas production was only about half as large as in 1967. The Florida crop was above a year earlier because a larger acreage was harvested.

Marketings were comparatively light throughout April, May, and June. April shipments from the Ft. Myers and Pompano areas of Florida were especially light. Volume increased and peaked late in May when the Plant City crop was harvested, and declined sharply in early June. Texas shipments peaked later than usual, in late June.

The average price was well above the high level in 1967. Crop value in Florida was high. With a small volume sold, crop value in Texas was low.

Green pepper prices are responsive to changes in consumer disposable income as well as to changes in production (Figures 12 and 13).

1969 Guide

The 1969 guide is a planted acreage 5 percent more than in 1968. Such an acreage, with normal abandonment and a 1965-68 average yield will result in a production 5 percent more than in 1968.

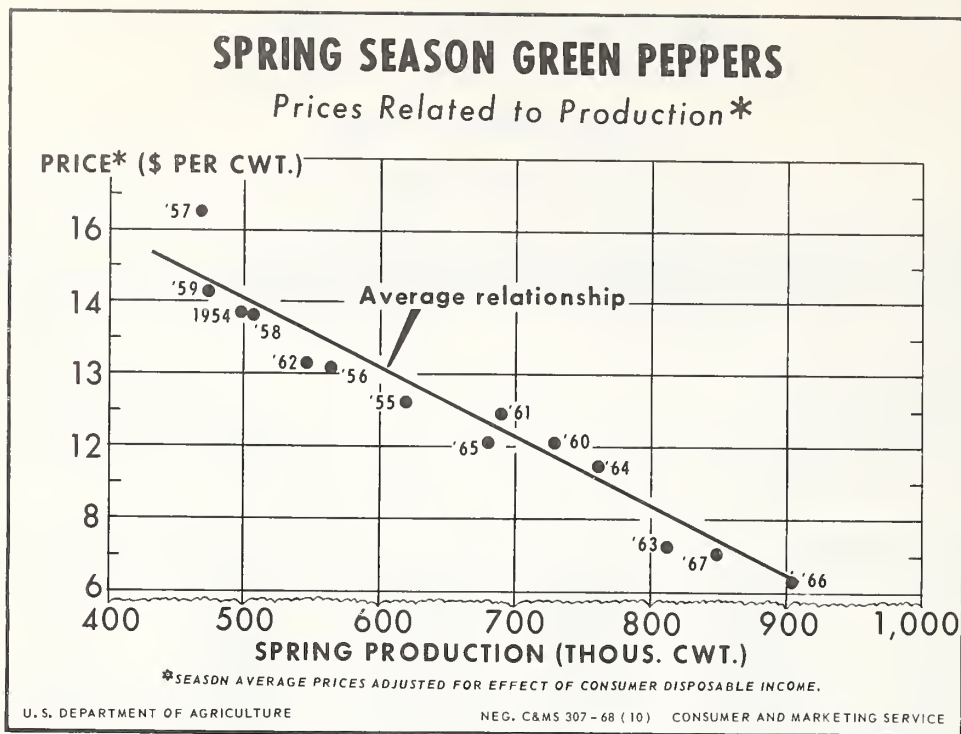


Figure 12

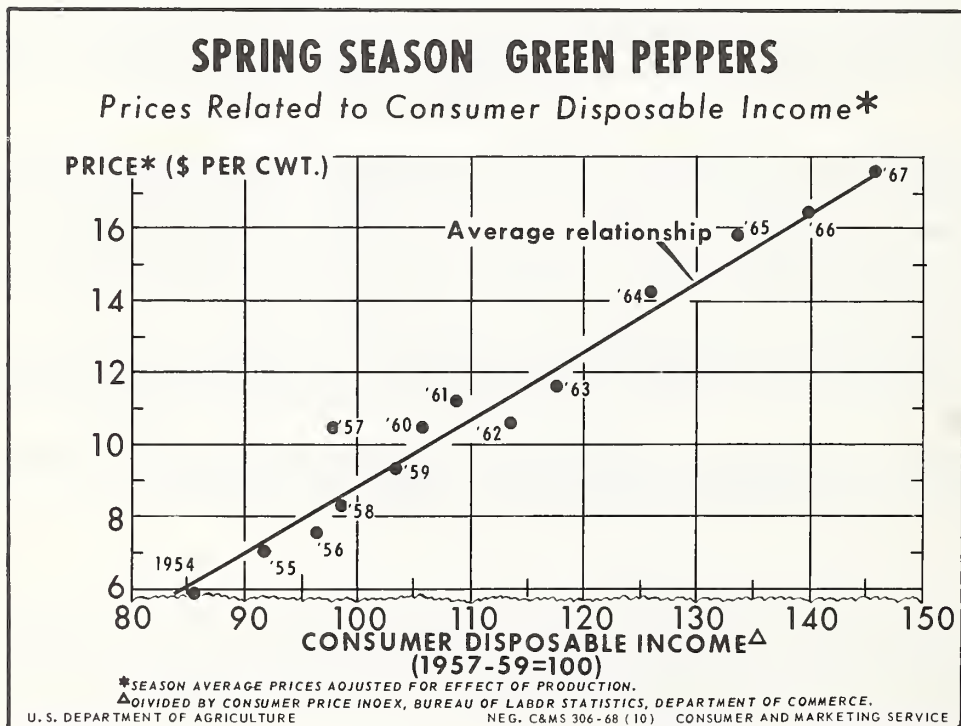


Figure 13

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Spinach

(New York, New Jersey, Pennsylvania, Ohio, Maryland and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1969 Acreage Guide and
probable production

(planted acreage
equal to 1968)

3,800

1/ 60

205

Background statistics

1968 prelim.	3,800	3,400	58	196	7.67	1,504
1967	4,150	3,800	61	230	7.99	1,838
1966	4,150	3,850	59	226	6.03	1,363
1965	4,150	3,800	65	<u>2</u> / 246	6.26	1,527
1964	5,110	4,240	58	247	6.42	1,585

1/ 1967-68 average yield.

2/ Includes 2,000 cwt. not marketed and excluded in computing value.

Comments

Due to the increased popularity of frozen spinach, the demand for spring season fresh supplies has declined. Consistent with this trend, the total spring acreage in 1968 was 8 percent less than in 1967. Reduced acreages were reported in all commercial producing States except Pennsylvania and Ohio.

Marketings from Virginia peaked in mid-April and volume supplies moved from New Jersey in early May, with moderate supplies continuing through June. Most of the Ohio crop was harvested in June and July.

Prices were quite high in late March but trended lower through April and early May. This was reflected in a lower average price in 1968 compared with 1967 in Maryland and Virginia and in Pennsylvania. Although less than in 1967, total crop value in 1968 compared favorably with that in recent years.

Frozen spinach supplies were record large during the spring of 1968. Processed spinach supplies in 1969 are expected to be at least as large as in 1968.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 5 percent more than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Tomatoes - Early Spring

(Florida, Texas and California)

Year	: Acreage	: Yield	:	:	:	:
	: Planted: For harvest:	per acre	: Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1969 Acreage Guide and
probable production

(planted acreage equal
to 1968)

18,300

1/ 194

3,337

Background statistics

1968 prelim.	18,300	17,400	186	3,229	13.07	42,199
1967	19,300	17,800	203	3,619	9.93	35,943
1966	26,400	23,600	164	2/ 3,870	8.37	29,017
1965	25,600	23,800	147	3,488	10.42	36,347
1964	28,200	25,100	129	3,227	8.72	28,130

1/ 1967-68 average yield.

2/ Includes 405,000 hundredweight not marketed and excluded in computing value.

Comments

In Florida, the major source for spring tomatoes, a moderate reduction in acreage and average yield resulted in a 1968 production substantially below 1967. A moderately larger production was reported in California. Adverse weather in Texas checked yields, and 1968 production was small. Harvest of the spring crop in some areas of Texas and Florida began much later than usual.

Following a small winter crop, market prices for fresh tomatoes continued quite high until late May, 1968. At that time, Florida shipments increased sharply, and prices declined. Nevertheless, total crop value in Florida in 1968 was well above 1967. After excessive rains, yields in Mexico were reduced by blight. Total Mexican exports during April, May and June amounted to about 1.5 million hundredweight, which was close to the 1967 volume.

In 1969, markets should absorb slightly more spring tomatoes than were available in 1968.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage with normal abandonment and a 1967-68 average yield, will result in a production 3 percent more than in 1968.

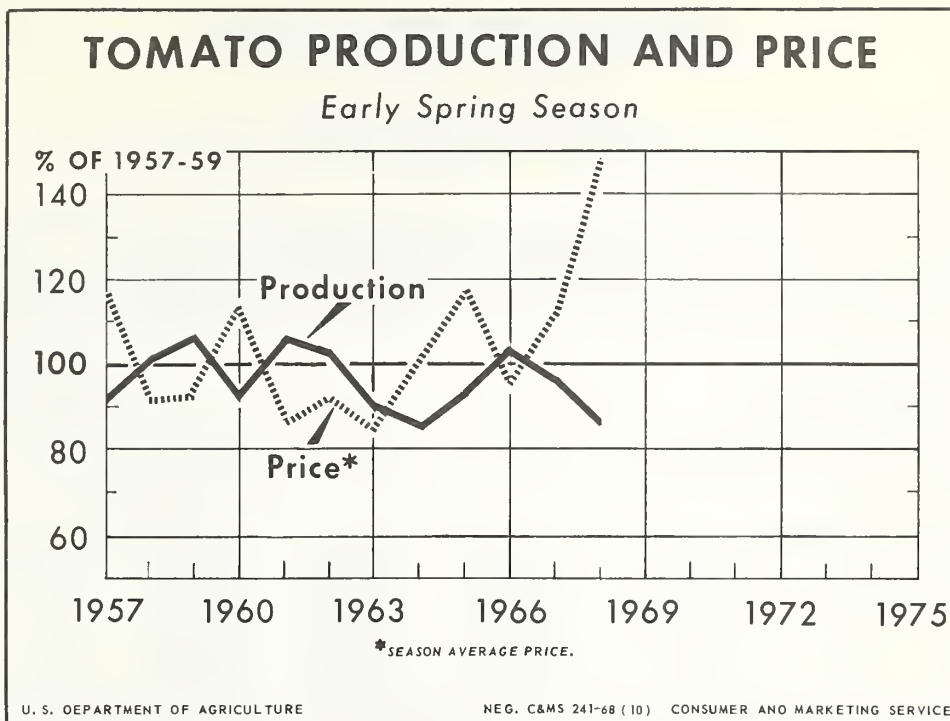


Figure 14

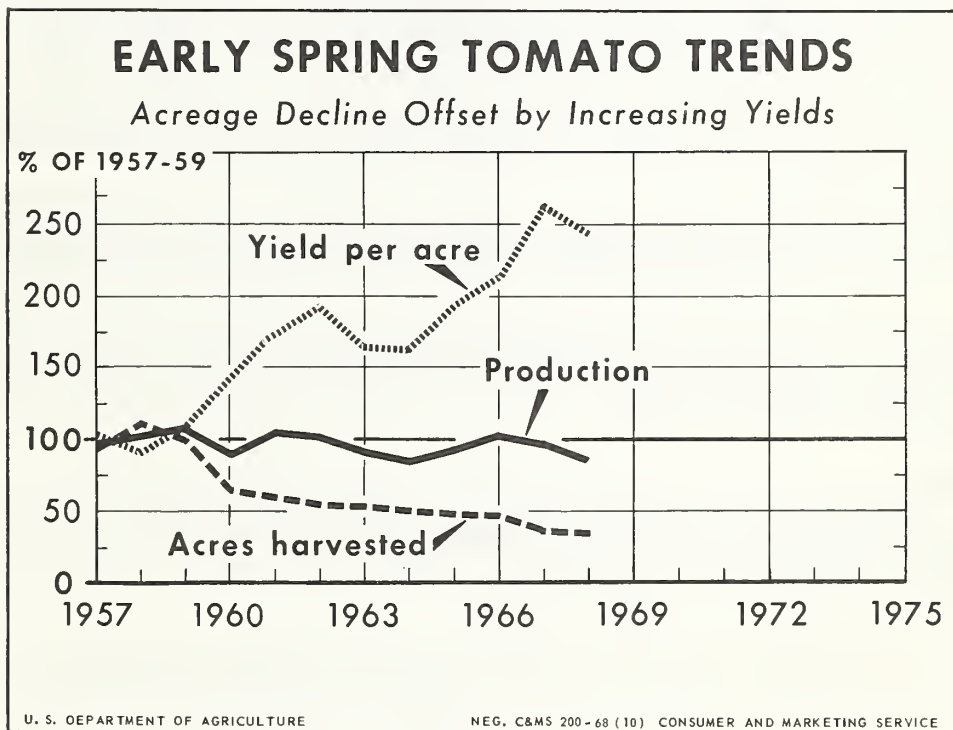


Figure 15

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Tomatoes - Late Spring
(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest: per acre	: Production: Price	:	:	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt)	(\$1,000)

1969 Acreage Guide and probable production

(planted acreage equal to 1968)

19,650 1/67 1,251

Background statistics

1968 prelim.	19,650	18,650	69	1,278	9.74	12,446
1967	18,650	17,750	73	1,304	8.99	11,723
1966	19,300	18,100	62	1,127	7.68	8,658
1965	19,450	18,650	65	1,214	7.84	9,520
1964	18,650	17,750	59	1,053	9.37	9,870

1/ 1965-68 average yield.

Comments Cool, dry weather checked yields in South Carolina, a major source of late spring supplies. Most of the crop in the Charleston-Beaufort area was marketed during June, and competition from Florida supplies was less than in 1967. Also, a small volume in Georgia was marketed during June.

In Louisiana, the 1968 production was up sharply from 1967. The crop moved out the last half of June and during July, and the season average price was extremely high.

Harvest of the crop in Texas, which is concentrated in central and east Texas areas, peaked the last half of June. Volume and price were about equal to 1967.

In 1969, markets can be expected to absorb satisfactorily a tonnage slightly smaller than in 1968.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 2 percent less than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cantaloups - Spring
(Florida, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000	cwt.)

1969 Acreage Guide and
probable production

(planted acreage equal to 1968)	40,500	1/ 105	3,997
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Background statistics

1968 prelim.	40,500	37,600	99	3,704	7.15	26,466
1967	34,900	33,800	115	3,885	8.86	34,440
1966	39,200	33,000	98	3,230	6.26	20,225
1965	38,100	34,900	107 2/	3,725	7.48	26,040
1964	41,900	38,400	90	3,448	7.29	25,141

1/ 1965-68 average yield.

2/ Includes 242,000 cwt. not marketed and excluded in computing value.

Comments In California, a major source, cantaloup acreage in 1968 was increased sharply, but yields were quite low. Nevertheless, the 1968 production was almost a fifth above 1967. The California harvest was active after mid-May. And total shipments during June and July were substantially above the comparable 1967 period, and partly offset a smaller import volume from Mexico. The 1968 crop value in California was high.

Arizona production in 1968 was equal to 1967. The Arizona harvest was active by early May compared with late May a year earlier. Shipments from Arizona peaked in early June. The average price was well below 1967.

In Texas where production was moderately above 1967, harvest was late, with little volume until late May when competitive supplies from the West were increasing seasonally. The Texas average price was down sharply compared with 1967.

Markets will absorb more spring cantaloups than were produced in 1968. Prices will continue to be influenced significantly by harvest timing.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 8 percent more than in 1968.

1969 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Watermelons - Late Spring
(Florida and California)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1969 Acreage Guide and probable production</u>						
(planted acreage 5 percent less than in 1968)	63,300		<u>1</u> /154	9,261		
<u>Background statistics</u>						
1968 prelim.	66,600	62,600	131	8,222	2.43	19,966
1967	63,700	60,700	149	9,061	2.25	20,421
1966	66,600	63,600	180	<u>2</u> /11,448	1.95	21,210
1965	68,200	65,200	158	10,314	2.09	21,549
1964	63,700	60,700	151	9,176	2.15	19,696

1/ 1965-68 average yield.

2/ Includes 590,000 cwt. not marketed and excluded in computing value.

Comments

Total late spring watermelon production in 1968 was nearly a tenth less than in 1967 (Figure 17).

Cold, dry weather in Florida resulted in a low yield, a late start in harvest, and a total watermelon production substantially below 1967 and average. Florida harvest was active by the last week in April, with shipments peaking in mid-June. Marketings extended into August. The Florida 1968 average price was well above 1967.

In California, a low yield almost offset a sharp increase in acreage, and total production was only slightly above 1967. The California harvest was active by early June, with marketings continuing into July. California grower prices in 1968 were favorable but failed to match the high levels of 1967.

With average yields in 1969, the production from a moderately smaller acreage would be adequate for market needs.

1969 Guide

The 1969 guide is a planted acreage 5 percent less than in 1968. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 13 percent more than in 1968.

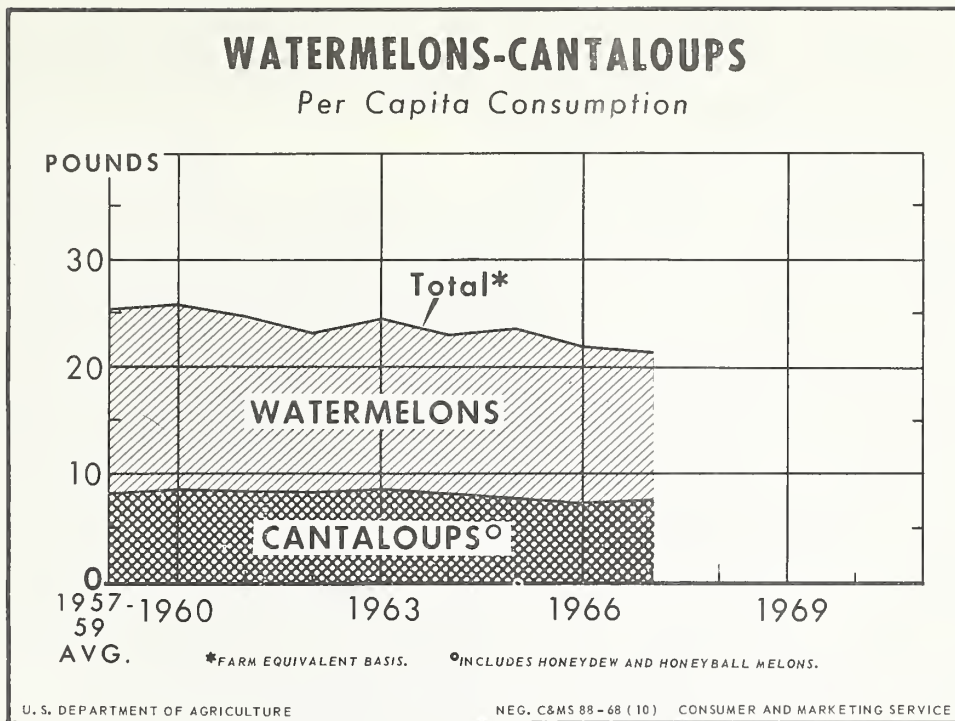


Figure 16

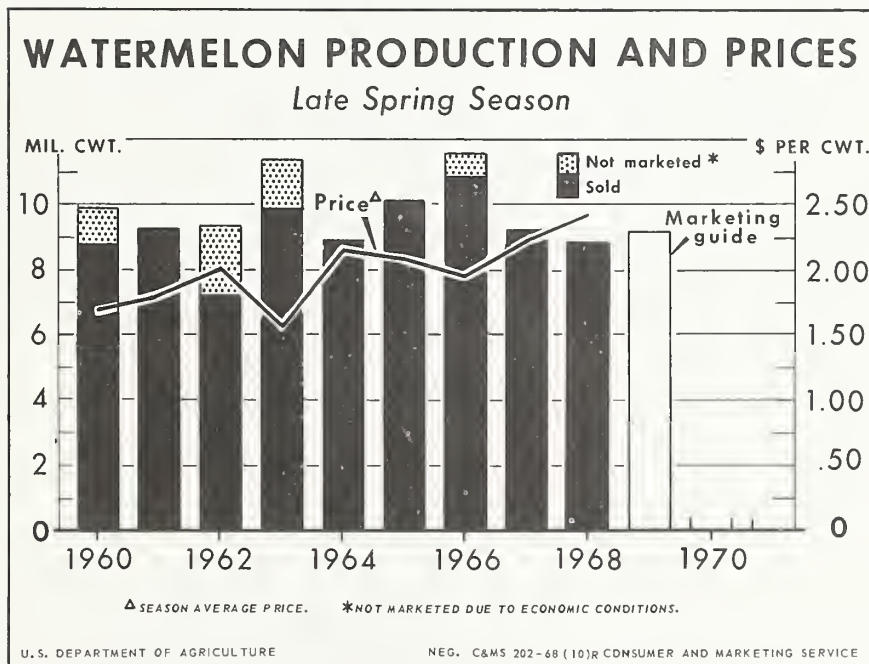


Figure 17

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Consumer and Marketing Service
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U. S. Department of Agriculture

- - -

Official Business